



# CITY OF NORFOLK

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## Division of Parking

City Council Informal Session  
March 18, 2014





# Parking System

- One of the largest municipally-owned and managed parking systems in the country
- Previously projected to have a deficit of almost \$5.0 million
- Comprehensive review resulted in a restructuring:
  - ✓ Implemented multi-year rates adjustments with automatic three-year escalation for inflation and annual review
  - ✓ Implemented financial policies to govern debt coverage, reserves, working cash
  - ✓ Refunded all existing Parking Revenue Bonds to General Obligation Bonds to generate debt service savings
  - ✓ Converted to an automated system in the garages
- Parking Facilities Fund is self-supporting

# Parking Initiatives

- Engagement
- Embrace Technology
- Data Driven
- System Enhancements
- Rebranding

# Engagement

- Development / Project Involvement
  - ✓ Part of the Planning Process
  - ✓ Smart Solutions
  - ✓ Optimum Utilization
- Merchant / Business Relationships
  - ✓ Validation Programs
  - ✓ Promotions
- Customers
  - ✓ Education
  - ✓ Convenience
- Pilot Programs
  - ✓ Top Deck
  - ✓ Stay and Play (Extend Hours of Daytime Permits)
  - ✓ Explore free 2 hour on-street parking in specific areas of downtown

# Embrace Technology

- Garage Automation
  - ✓ Greater Efficiencies
- Pay-By-Phone
  - ✓ Customer Convenience
  - ✓ Merchant Engagement
- Smart Meters
  - ✓ More Payment Options
  - ✓ Reporting Capabilities
- Wayfinding
  - ✓ No Hunting
  - ✓ Reduces Congestion
  - ✓ Environmentally Friendly



Results: Customer Convenience - Streamlined Operations - Better Service

# Data Driven

- Proactive Planning
- Informed Decisions
- Flexibility
- Better Strategic / Long Range Planning
- Increase Financial Solvency
- Implement Best Practices

# System Enhancements

- Robust Opportunities Through Downtown Redevelopment
- Condition Assessments
  - ✓ Multi-Year Capital Improvement Plan
- Systems Improvements
  - ✓ Maintenance Standards
  - ✓ Upgrade Lighting = Significant Cost/Energy Savings
  - ✓ Close Coordination with Police for Roving Patrol of Parking Network



# Rebranding

- Must Listen to the Community
- Must Work *with* the Community
- Educate: It's more than meets the eye
- Enhancements Based off of Community Input and Dialogue